

What Great NEW KING SIZE

Tops 'Em All?

Your throat can tell—
it's PHILIP MORRIS

Any PHILIP MORRIS smoker will
tell you—there's a special quality of
throat comfort in PHILIP MORRIS.

This is a fact your own throat will confirm
once you change to PHILIP MORRIS.

Yes, your throat can tell that here,
at last, is a cigarette not only good to
smoke, but good to the smoker!

Why not change for good...
your own good... today?



Ad. No. 223



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